Iterating & Testing Your Prototype

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HHS IDEA Lab
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Phases of a Project

Discovery | Alpha | Beta | Pilot | Phased Implementation

Phases of a Project

What you've been focusing on so far!

Discovery | Alpha | Beta | Pilot | Phased Implementation

Phases of a Project

What you might do after Ignite!

Discovery | Alpha | Beta | Pilot | Phased Implementation

Phases of a Project

The heck is this?!

Discovery | Alpha | Beta | Pilot | Phased Implementation

Terms for us

discovery

prototyping

co-design

MVP

beta-test

pilot

implementation

Terms for us

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implementation

Understanding what you want to do and for whom.

What you've been doing so far!

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A formal and rigorous test of the solution.

What you might do after Ignite!

Keep this next stage in mind...

- The natural post-Ignite plan might be a pilot.
  - What does that look like?
  - Who is involved?
  - How do we know if it is even a good idea to do a pilot?
  - What does it take to conduct the pilot?
  - How do we know what the expected impact of that pilot should be?
- Who will you need to ‘pitch’ to?
  - the decision maker(s) and/or your potential “investors”
- How much of evidence do they need to be convinced?

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The heck?!

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From **no-** to **low-**tech solution...

Standard Progression:

1. Paper & Pencil / White Board
2. Free Tool Available (or Excel/PPT or something online)
3. Cheap Tool Online for more sophisticated functionality

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From **no-** to **low-**tech solution...

- Check out: **hhs.gov/idealab/tools**

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A **process** of engaging the end-users in the iterative design of your solution

Typically involves a skilled designer to facilitate (we can help with that)

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Minimally **V**iable **P**roduct

- The solution (product)
- That meets a need (viable)
- With the fewest features possible (minimally)

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An informal small test to see if your solution might be worth a bigger more formal test (like a pilot)

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

You should all get to this stage

vs...

Product-Market Fit

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

Some of you will get to this stage...

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

...sort of depends on your type of project.

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

Do your users say that the sol’n would addresses their issue?

(study their **words**)

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

Do your users say that the sol’n would addresses their issue?

Get their feedback all along the way

Even better: Invite them into the design process → **co-design**

(study their **words**)

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

Do your users actually adopt your sol’n when given the option?

(study their **behavior**)

What does it mean to ‘beta-test’ a solution?

Problem-Solution Fit

vs...

Product-Market Fit

Do your users actually adopt your sol’n when given the option?

(study their **behavior**)!

Studying Behavior Change

Studying your end-user's Behavior Change

A Philosophical point...

Make it “harder” for them to engage you.
This also will help identify the core users that really want to engage!

your end-user's

Studying ^ Behavior Change

- What is the current behavior?
  - AKA - what is the status quo?

your end-user's

Studying Behavior Change

- What is the current behavior?
  - AKA - what is the normal way of accomplishing a goal?

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Studying ^ Behavior Change

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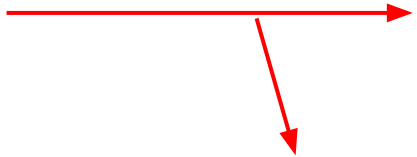

your end-user's

Studying ^ Behavior Change

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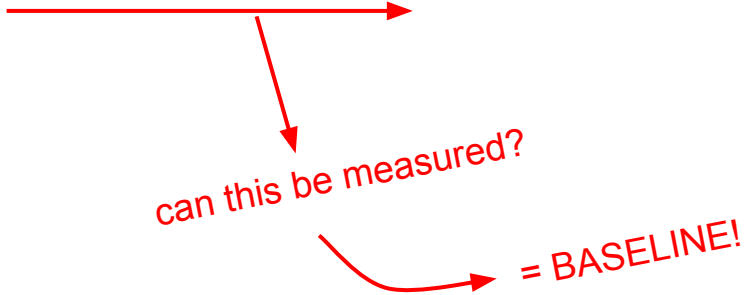

your end-user's

Studying Behavior Change

- What is the current behavior?
  - AKA - what is the normal way of accomplishing a goal?

- What is the modified behavior?
  - AKA - what is your new way of accomplishing a goal?

your end-user's

Studying ^ Behavior Change

- What is the current behavior?
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- What is the modified behavior?
  - AKA - what is your new way of accomplishing a goal?

Intervention data!

Studying your end-user's Behavior Change

Baseline - Intervention data = **IMPACT**

Studying your end-user's Behavior Change

Baseline - Intervention data = **IMPACT**

Well duh: The scientific process :)

your end-user's

Studying ^ Behavior Change

Baseline - Intervention data = **IMPACT**

Well duh: The scientific process :)

- But don't worry about statistical power for your **Beta-tests**
- Just get *some* information, *some* kind of evidence, enough of *something* to see if a larger test should to be done later

Ways to demonstrate impact...

Business Metrics

↓ time (t)

↓ money ($)

↑ quality (Q)

“Not everything that can counts
can be counted.

Not everything
that’s counted counts.”

“Not everything that can counts
can be counted.

Not everything
that’s counted counts.”

especially within a 3 month program...

Ways to demonstrate impact...

Numbers

+

Quotes

Projecting Forward

After you run your test…

Conduct a “back of the napkin” calculation to project the impact if sol’n fully implemented

- use general numbers
- make big assumptions
- goal is just to give people a sense as to the potential impact

Now you’re ready to pitch :)

Examples...

Prevention Architecture…

Wanted to help cities develop a comprehensive strategy for youth development.

So they wrote the table of contents, and then a rough draft, and then versions on top of that getting feedback from city leaders along the way.

Problem-Solution Fit

ACF Grantee Connector

4 Prototypes: 40 Interviews

Problem-Solution Fit

NIH Lab Genius

Wanted to know how to get smart pens (that digitally record what you write down) more integrated into the scientists' work.

So (after doing some simple research) they just gave a few scientists pens and asked if they'd try to use them for a couple weeks.

Product-Market Fit